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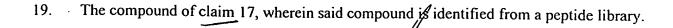
## WHAT IS CLAIMED IS:

- 1. A method for screening a compound for stimulation or inhibition of PTH-rP production in mammalian cells comprising the steps of
- (i) providing an expression construct comprising a PTH-rP promoter and a reporter gene, wherein said reporter gene is under transcriptional control of said promoter;
- (ii) transfecting said mammalian cells with said expression construct;
- (iii) contacting said transfected cell with said compound; and
- 10 (iv) identifying a compound that alters expression of said reporter gene from said promoter.
  - 2. The method of claim 1, wherein said compound inhibits PTH-rP production in mammalian cells.
  - 3. The method of claim 1, wherein said compound stimulates PTH-rP production in mammalian cells.
  - 4. The method of claim 1, wherein said reporter gene is selected from the group consisting of firefly luciferase, chloramphenicol acetyl transferase,  $\beta$ -galactosidase, green fluorescent protein, human growth hormone, alkaline phosphatase and  $\beta$ -glucuronidase.
  - 5. The method of claim 4, wherein said reporter gene is firefly luciferase.
  - 6. The method of claim 1, wherein said promoter for PTH-rP is cloned from genomic DNA.
  - 7. The method of claim 6, wherein said promoter has the sequence of SEQ ID NO:1.
  - 8. The method of claim 1, wherein said expression construct is the plasmid pGL3B-PTH-rP 1.1.

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- 9. The method of claim 1, wherein said manimalian cells are human cells.
- 10. The method of claim 9, wherein said human cells are tumor cells.
- 11. The method of claim 10, wherein said tumor cells are breast cancer cells.
- 12. The method of claim 11, wherein said breast cancer cells are MDA-MB-231 cells.
- 10 13. The method of claim 10, wherein said tumor cells are lung cancer cells.
  - 14. The method of claim 13, wherein said lung cancer cells are RWGT2 cells.
  - 15. The method of claim 9, wherein said human cells are bone cells.
  - 16. The method of claim 15, wherein said bone cells are selected from the group consisting of MC3T3-E1, MG-63, U2OS, UMR-106, ROS17/2.8 and SAOS-2.
  - 17. A compound that alters PTH-rP production in mammalian cells identified by the method comprising the steps of:
  - (i) providing an expression construct comprising a PTH-rP promoter and a reporter gene, wherein said reporter gene is under transcriptional control of said promoter;
  - (ii) transfecting said mammalian cells with said expression construct;
- 25 (iii) contacting said transfected cell with said compound; and
  - (iv) identifying a compound that alters expression of said reporter gene from said promoter.
  - 18. The compound of claim 17, wherein said compound is identified from a small molecule chemical library.

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- 20. The compound of claim 17, wherein said compound is identified from a collection of natural products.
- 21. The compound of claim 18, wherein said compound inhibits production of PTH-rP in mammalian cells.
- 22. The compound of claim 21, wherein said compound is OSW3 or OSW6.
- 23. The compound of claim 18, wherein said compound stimulates production of PTH-rP in mammalian cells.
- 24. The compound of claim 23/wherein said compound is OSWs1.
- 25. A method of regulating PTH-rP production in mammalian cells comprising the steps of:
- (i) identifying a compound that alters PTH-rP activity; and
- (ii) contacting said cell with said compound.
- 26. The method of claim 25, wherein said compound inhibits production of PTH-rP in mammalian cells.
- 27. The method of claim 26, wherein said compound is OSW3 or OSW6.
- 28. The method of claim 25, wherein said compound stimulates production of PTH-rP in mammalian cells.
- 29. The method of claim 28, wherein said compound is OSWs1.

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